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(54) **PERSONAL LIFESTYLE DEVICE**

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(52) **U.S. Cl.** **455/552.1**; 455/411; 455/425; 705/26; 709/203; 709/217; 726/16; 726/17

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See application file for complete search history.

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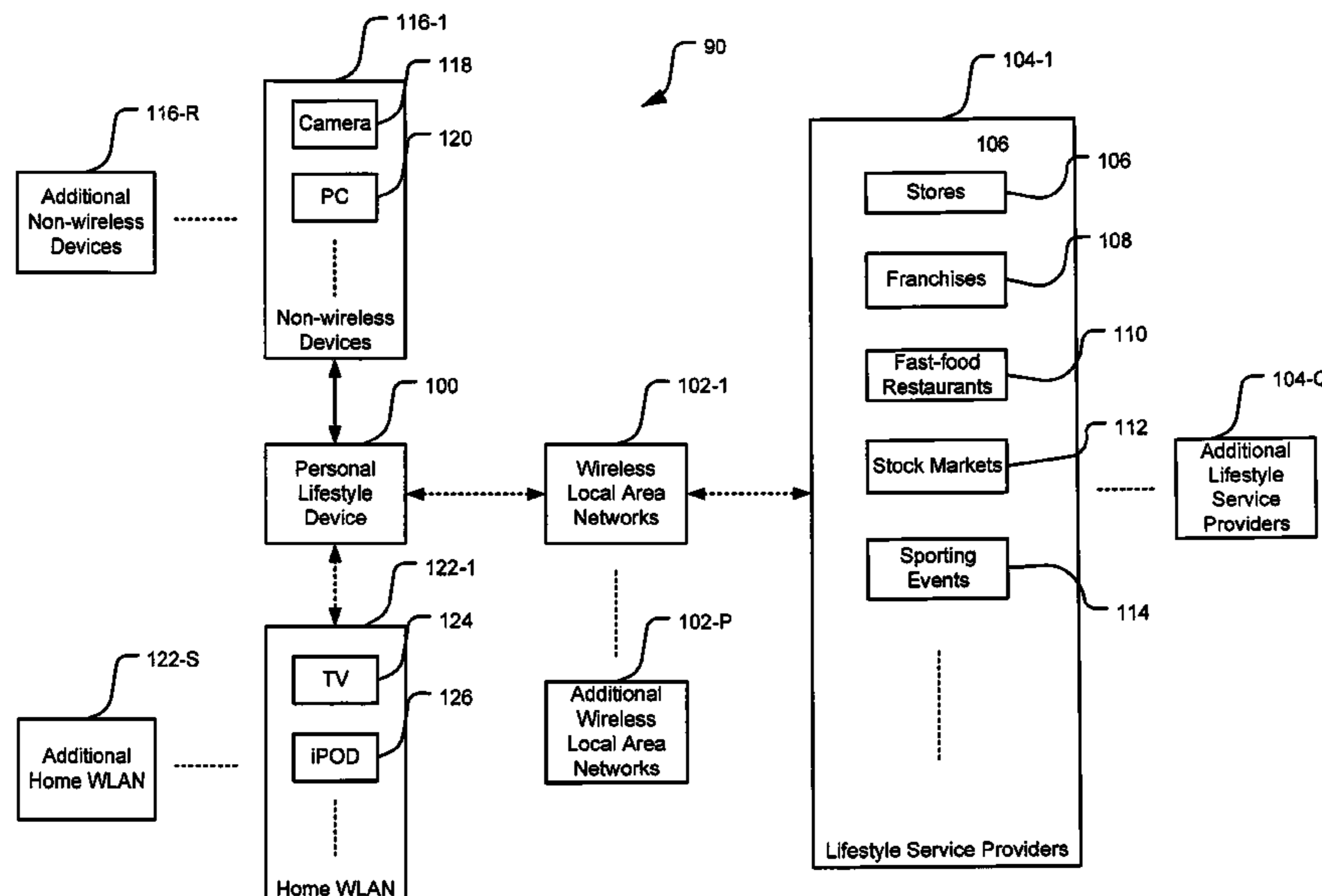
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Primary Examiner — Tuan H Nguyen

(57) **ABSTRACT**

A method and apparatus for advertising a service on a wireless device. The method includes: storing authentication information in the wireless device; using the authentication information to establish communication between the wireless device and a service provider; and subsequent to the communication being established between the wireless device and the service provider, advertising, on the wireless device, context-specific information about a service associated with the service provider based on at least one of (i) an ambient temperature, (ii) a body temperature of a user of the wireless device, and (iii) a heart rate of the user.

20 Claims, 5 Drawing Sheets



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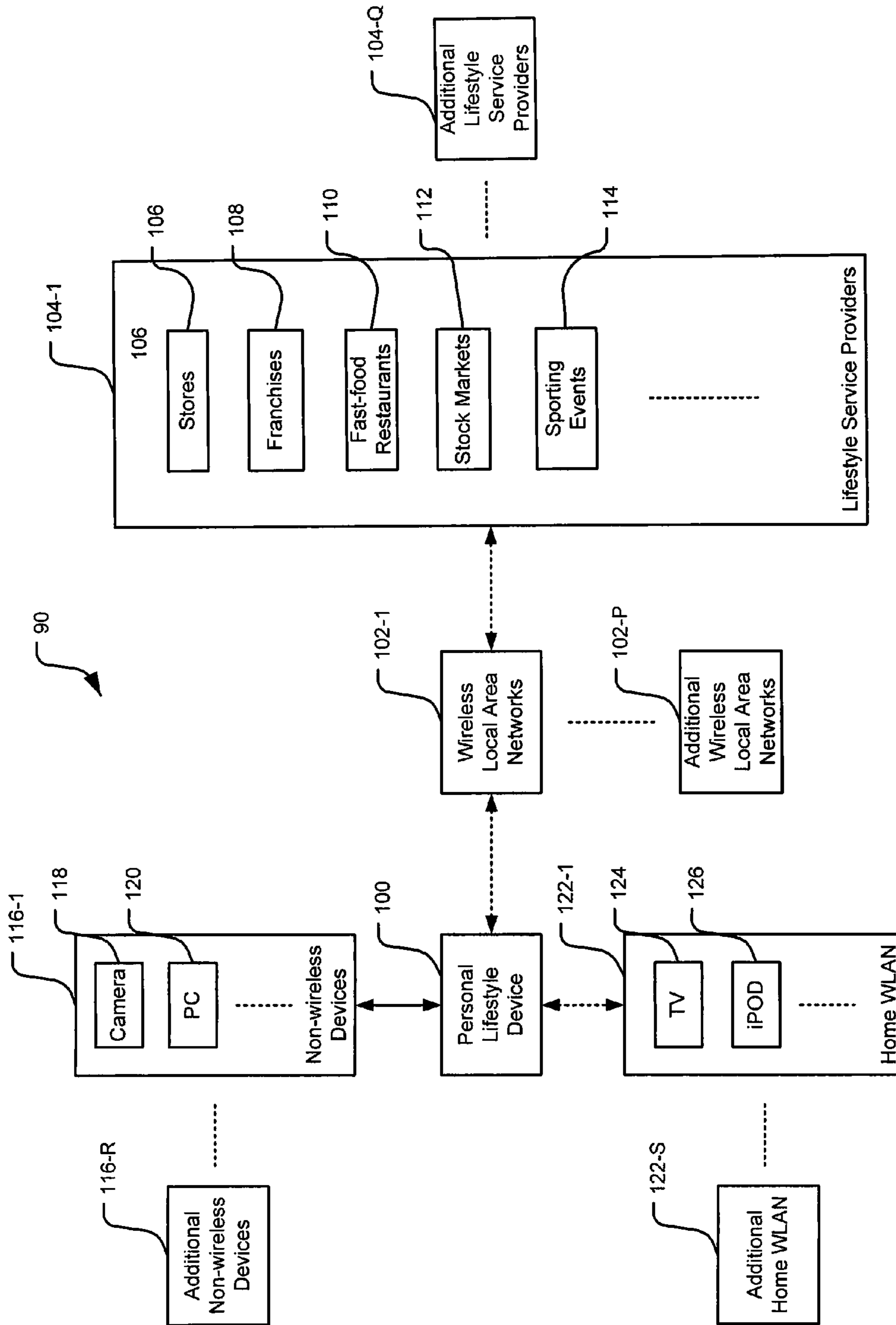


FIG. 1

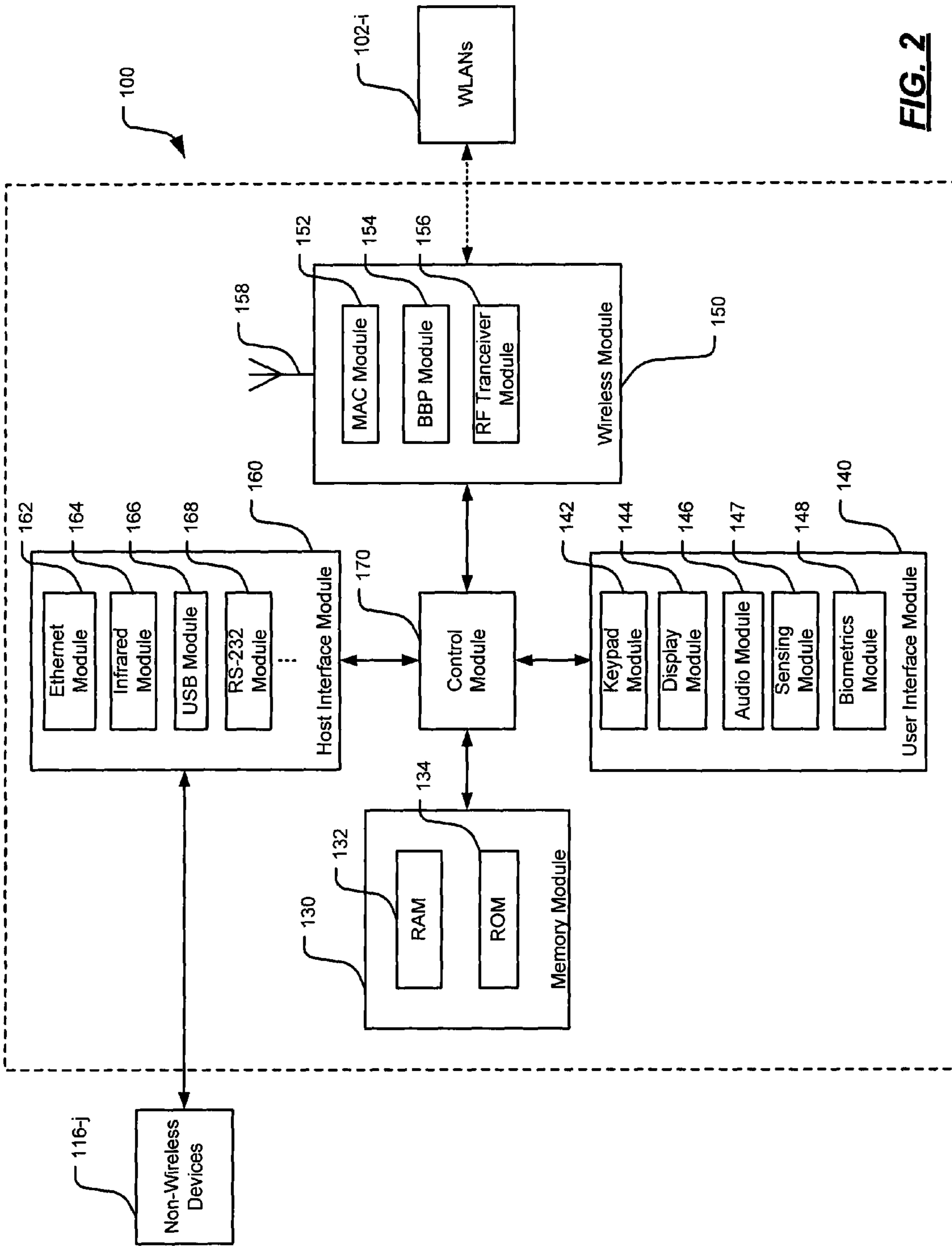


FIG. 2

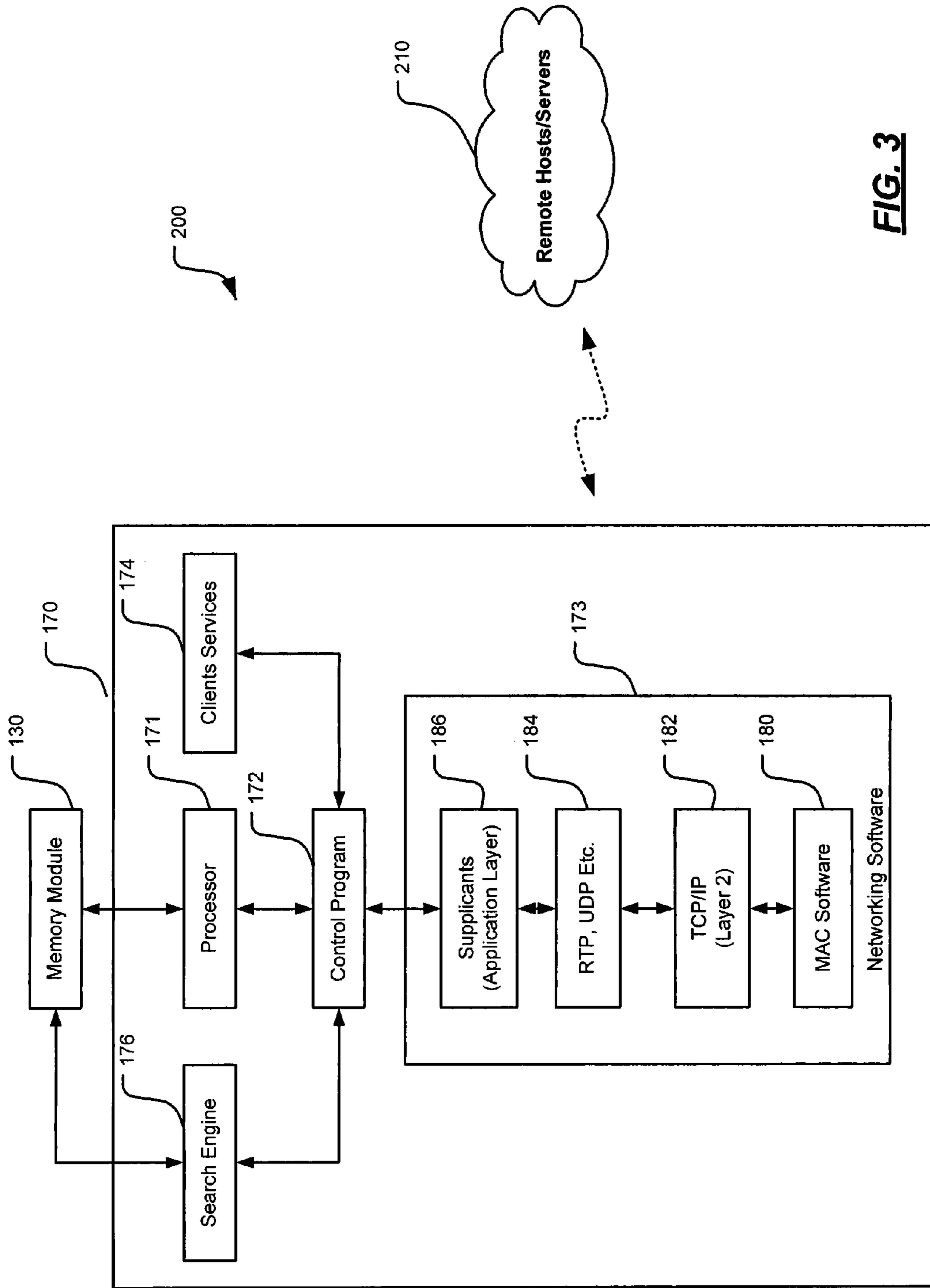


FIG. 3

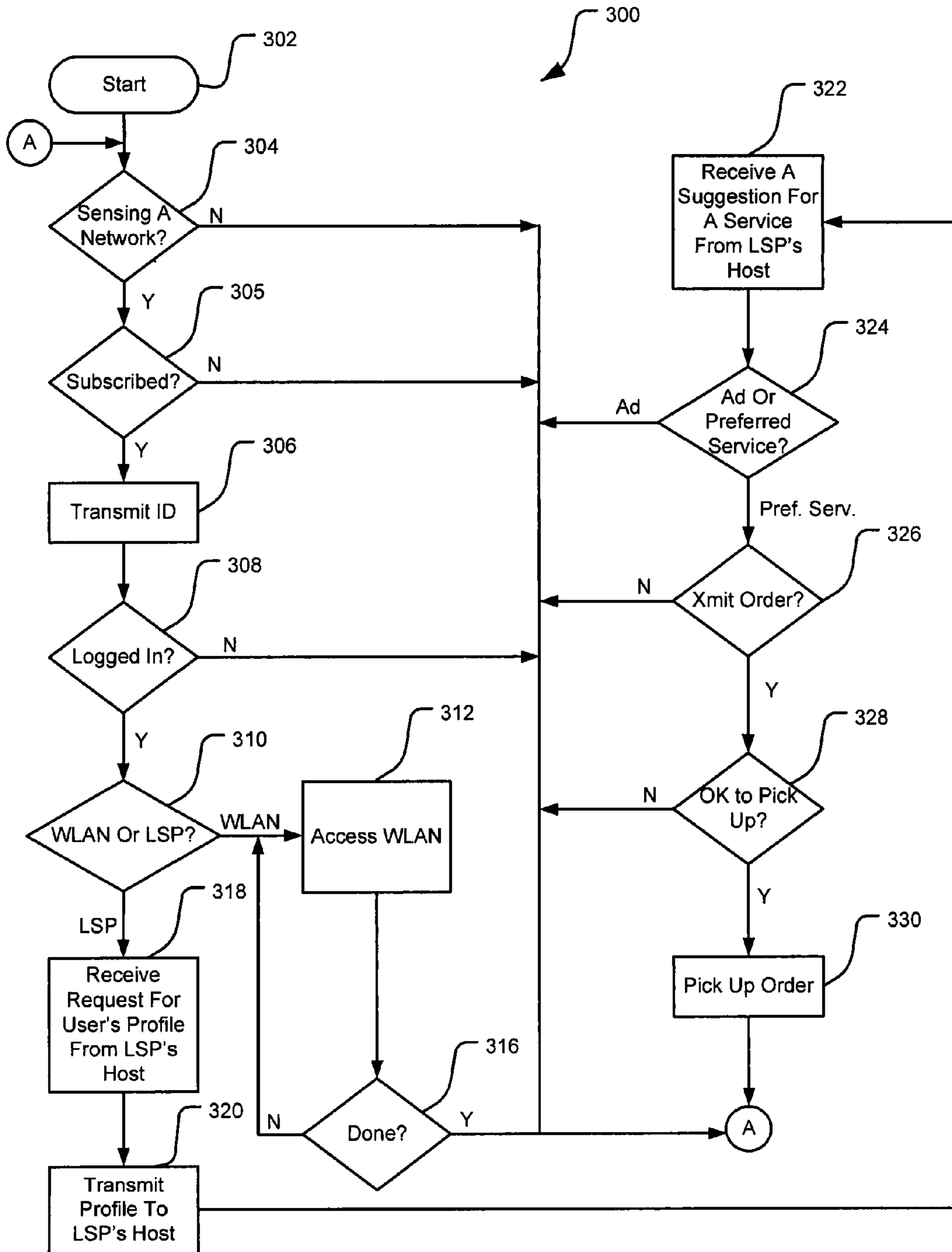


FIG. 4

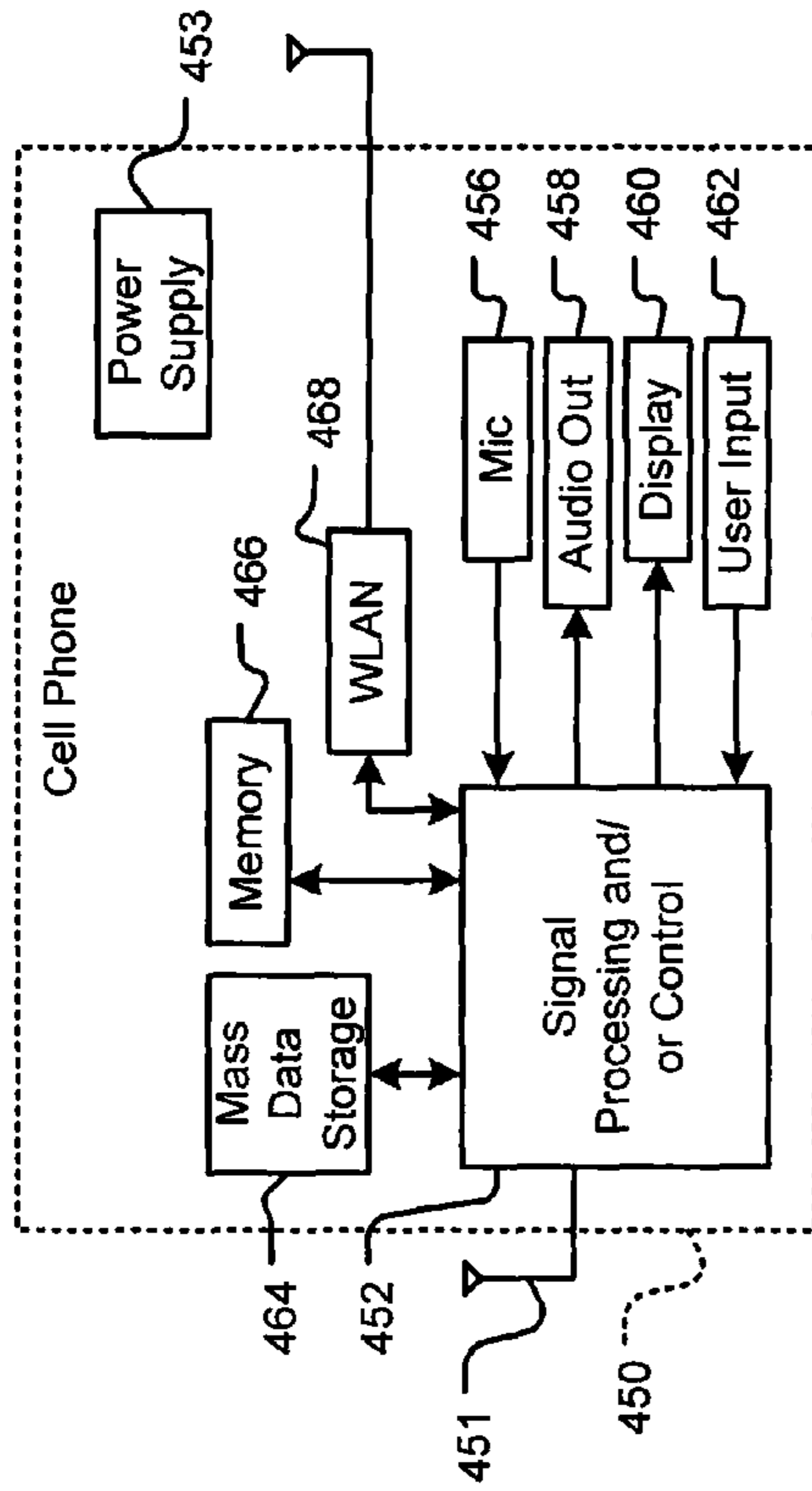


FIG. 5A

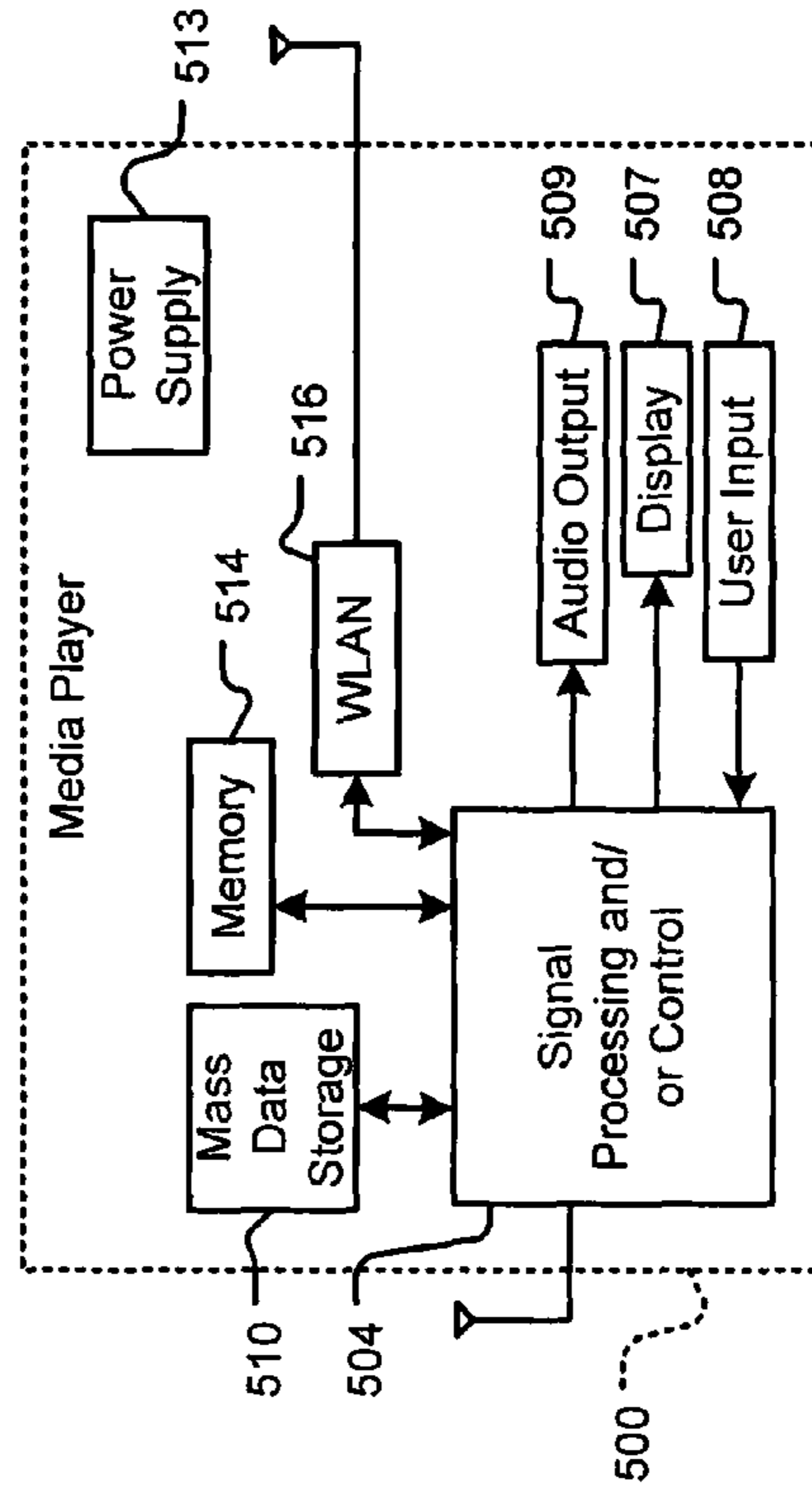


FIG. 5B

1**PERSONAL LIFESTYLE DEVICE****CROSS-REFERENCE TO RELATED APPLICATIONS**

This present disclosure is a continuation of U.S. application Ser. No. 12/778,229, filed on May 12, 2010, which is a continuation of U.S. application Ser. No. 11/369,454 (now U.S. Pat. No. 7,720,505), filed on Mar. 7, 2006.

TECHNICAL FIELD

The present invention relates to wireless networks.

BACKGROUND

Communication technology has had a significant impact on the lifestyles of consumers. For example, satellite systems have enhanced the quality and coverage of cellular phone systems. Satellites have also revolutionized television/radio broadcasting by providing alternatives to terrestrial-based broadcasting. Improved multimedia technology has enabled video conferencing over the Internet, which has reduced the cost of doing business.

Communication systems are increasingly becoming interactive. Movies on television can be ordered on demand. Goods can be ordered while viewing advertisements for the goods on television and on the Internet. Suppliers selling products on the Internet can track orders placed by consumers and advertise related products to those consumers. Additionally, consumers can specify their preferences and receive information selectively from the suppliers. Consumers, however, need to log on to the Internet to view the information and benefit from it.

SUMMARY

In general, in one aspect, this specification discloses a wireless device including: memory configured to store authentication information in the wireless device, wherein the authentication information is used to authorize communication between the wireless device and a service provider; and a control module configured to i) establish communication between the wireless device and the service provider using the authentication information, and ii) advertise, on the wireless device, context-specific information about a service associated with the service provider based on at least one of (i) an ambient temperature, (ii) a body temperature of a user of the wireless device, and (iii) a heart rate of the user.

In general, in another aspect, this specification describes a method for advertising a service on a wireless device. The method includes: storing authentication information in the wireless device; using the authentication information to establish communication between the wireless device and a service provider; and subsequent to the communication being established between the wireless device and the service provider, advertising, on the wireless device, context-specific information about a service associated with the service provider based on at least one of (i) an ambient temperature, (ii) a body temperature of a user of the wireless device, and (iii) a heart rate of the user.

In still other features, the systems and methods described above are implemented by a computer program executed by one or more processors. The computer program can reside on a computer readable medium such as but not limited to memory, non-volatile data storage and/or other suitable tangible storage mediums.

2

Further areas of applicability of the present invention will become apparent from the detailed description provided hereinafter. It should be understood that the detailed description and specific examples, while indicating the preferred embodiment of the invention, are intended for purposes of illustration only and are not intended to limit the scope of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

The present invention will become more fully understood from the detailed description and the accompanying drawings, wherein:

FIG. 1 shows is a functional block diagram of a personal lifestyle device operating in an exemplary environment according to the present invention;

FIG. 2 is an exemplary functional block diagram of a personal lifestyle device according to the present invention;

FIG. 3 shows a functional block diagram of an architecture for a personal lifestyle device according to the present invention;

FIG. 4 is a flowchart of an exemplary method for operating a personal lifestyle device in an exemplary environment according to the present invention;

FIG. 5A is a functional block diagram of a cellular phone; and

FIG. 5B is a functional block diagram of a media player.

DETAILED DESCRIPTION

The following description of the preferred embodiment(s) is merely exemplary in nature and is in no way intended to limit the invention, its application, or uses. For purposes of clarity, the same reference numbers will be used in the drawings to identify similar elements. As used herein, the term module, circuit and/or device refers to an Application Specific Integrated Circuit (ASIC), an electronic circuit, a processor (shared, dedicated, or group) and memory that execute one or more software or firmware programs, a combinational logic circuit, and/or other suitable components that provide the described functionality. As used herein, the phrase at least one of A, B, and C should be construed to mean a logical (A or B or C), using a non-exclusive logical or. It should be understood that steps within a method may be executed in different order without altering the principles of the present invention.

Referring now to FIG. 1, a personal lifestyle device **100** is shown in an exemplary environment **90**. The device **100** can securely communicate with one or more wireless local area networks **102-1, . . . , 102-P** (collectively **102**). The networks **102** may be administered by one or more network providers. The device **100** can communicate with one or more lifestyle service providers **104-1, . . . , 104-Q** (collectively **104**) using the networks **102**. The lifestyle service providers **104** may include stores **106**, franchises **108**, food/beverage service provides such as fast-food restaurants **110**, etc. The device **100** can be used to order services such as apparel, food, beverages, etc. from the lifestyle service providers **104**.

Conversely, the lifestyle service providers **104** can advertise context-specific information about their lifestyle services on the device **100**. The lifestyle service providers **104** can accomplish this by using logs of past behavior of a user such as buying patterns of the user that may be stored in the device **100** in the form of user profiles or user behavior logs.

Additionally, the device **100** can monitor events such as stock prices in stock markets **112**, scores of sporting events **114**, etc. The monitored stock prices, sporting teams, etc., also may be based on user profiles and/or the logs. Other

utilities of the device **100** may include enabling devices **116-1**, . . . , **116-R** (collectively **116**) that do not have wireless communication capabilities to communicate with wireless networks **102**. That is, the device **100** can be used as a bridge between the wireless networks **102** and the devices **116** that are not equipped with wireless interfaces.

Furthermore, the device **100** can be used as a remote control to control TCP/IP enabled devices in a home-based wireless LAN (WLAN) **122-1**, . . . , **122-S** (collectively **122**). Such devices may include a TV **124**, an iPOD **126**, etc. The device **100** can also be used to communicate directly with other devices in peer-to-peer mode independent of location. For example, the device **100** can be used to chat using voice and instant messenger (IM).

Additionally, the device **100** can be used to monitor vital statistics of the user. The statistics may include temperature, heart-rate, etc. The device **100** can also be used to store biometric data of the user. The biometric data may include fingerprints, eye-scans, etc. The biometric data can be used for identification/authentication purposes. Thus, the device **100** can be used as an active tag in radio frequency identification (RFID) applications. As can be appreciated, the device **100** is a versatile, scalable, and multifunction device that can be used in many different applications.

Referring now to FIG. 2, a hardware configuration of a wireless personal lifestyle device **100** is shown. The device **100** comprises a memory module **130**, a user interface module **140**, a wireless module **150**, a host interface module **160**, and a control module **170**.

The memory module **130** comprises a RAM (random access memory) module **132** and a ROM (read-only memory) module **134**. The memory module **130** may be volatile or non-volatile. The memory module **130** may be implemented by integrated circuits and/or an optical or a magnetic disk drive. The device **100** can store user profiles, information such as pre-authentication for network access, vital statistics of the user, etc., in the memory module **130**.

The user interface module **140** comprises a keypad module **142** that enables a user to navigate through an on-screen menu that is displayed on a display module **144** of the device **100**. The keypad module **142** can be used to order lifestyle services from the lifestyle service providers **104**. The display module **144** may comprise an LCD panel, a plasma display, etc., that displays menu selections, availability of the networks **102**, information about lifestyle service providers **104**, etc. The display may be in the form of text, graphics, icons, etc.

The user interface module **140** further comprises an audio module **146**. The audio module **146** comprises a speaker and a microphone that enable the user to listen and talk, respectively. The user interface module **140** further comprises a sensing module **147** that can be used to sense ambient temperature, and vital statistics such as temperature, heart-rate, etc., of the user. Additionally, the user interface module **140** comprises a biometrics module **148** that can be used to sense and communicate biometric data of the user such as fingerprints, eye-scans, etc., for identity verification or authentication purposes.

The user interface module **140** enables a user to use the device **100** over the networks **102**. For example, the user interface module **140** enables the user to interact with the lifestyle service providers **104**, the non-wireless devices **116**, the home WLAN **122**, etc. As can be appreciated, additional interfaces can be incorporated in the user interface module **140**.

The wireless module **150** comprises a medium access controller (MAC) module **152**, a base band process (BBP) module **154**, a radio frequency (RF) transceiver module **156**, and

an RF antenna **158**. The wireless module **150** enables the device **100** to communicate with the networks **102**. The wireless module **150** may conform to one or more IEEE standards such as 802.11, 802.11(a), 802.11(b), 802.11(g), 802.11(h), 802.11(n), 802.16, and 802.20 standards, which are incorporated herein by reference in their entirety.

The host interface module **160** comprises interface modules such as an Ethernet module **162**, an infrared module **164**, a USB module **166**, a RS-232 module **168**, etc. These interface modules enable the device **100** to communicate with non-wireless devices **116** that use interfaces other than a wireless interface. For example, the device **100** can communicate with a laser printer that has a USB port using the USB module **166**. As can be appreciated, additional interfaces may be incorporated in the host interface module **160**.

A control module **170** controls the operation of the device **100**. Specifically, the control module **170** controls handshaking (exchange of commands and data) among the memory module **130**, the user interface module **140**, the wireless module **150**, and the host interface module **160**. The control module **170** comprises a computer program (software and/or firmware) that enables the device **100** to communicate with lifestyle service providers **104**, home WLAN **124**, etc.

The device **100** can detect the presence of one or more networks **102** when a user enters a wireless "hot spot." Specifically, the device **100** can seamlessly and securely select, join, and leave one or more networks **102**. The device **100** enables the user to access one or more networks **102** and one or more lifestyle service providers **104**. The user can access the networks **102** and the lifestyle service providers **104** on-demand or by pre-configuring the device **100** to access selected networks **102** and selected lifestyle service providers **104**.

When the device is pre-configured to access selected networks **102** and selected lifestyle service providers **104**, a personal identity or authentication information authorizing the user to access the selected networks **102** and the selected lifestyle service providers **104** is stored in the memory module **130**. The device **100** automatically exchanges the authentication information with remote hosts/servers of the selected networks **102** and the selected lifestyle service providers **104** when the device **100** detects the networks **102** and the lifestyle service providers **104**.

Specifically, when the user enters a hot-spot, the device **100** detects presence of available networks **102** and lifestyle service providers **104**, and indicates their presence by displaying respective icons on the display module **144**. If the user has preconfigured the device **100** to use a detected network **102** and a detected lifestyle service provider **104**, the device **100** automatically logs in to the network **102** and into a host/server of the lifestyle service provider **104** using the stored authentication information. A lifestyle service preferred by the user at the point of sale of the lifestyle service provider **104** automatically appears on the display module **144**.

For example, when the user enters a fast-food restaurant **110**, a favorite meal of the user based on past orders placed by the user in that restaurant appears on the display module **144**. The user may simply select "yes" from the menu on the display module **144** using the keypad module **142**. When the user selects "yes," the device **100** transmits an order for the lifestyle service, and the order is ready for pickup at the point of sale. The user can pre-configure in the device **100** one or more lifestyle services provided by one or more lifestyle service providers **104**. For example, the user can pre-configure favorite beverage at a coffee store, a favorite category of books at a book store, a favorite type of apparel, and so on.

Furthermore, depending on an ambient temperature and a body temperature of the user sensed by the sensing module 147, the device 100 can display on the display module 144 a hot or a cold food/beverage preferred by the user. Similarly, the device 100 can display on the display module 144 a preferred apparel that may be suitable for the ambient temperature when the user enters a hot spot of an apparel store 106.

The device 100 can track, store, and cache user behavior such as buying patterns. The behavioral data are stored in the form of user profiles in the memory module 130. The lifestyle service providers 104 can use the user profiles to selectively provide the user with context-sensitive and content-specific information when the user enters the hot-spot of the lifestyle service providers 104.

For example, when the user enters a hot-spot of an apparel store 106, the store 106 can flash on the display module 144 advertisements for a garment preferred by the user at that store 106. The advertisements may include streaming audio and/or video. The garment may be similar to an item that the user prefers at another store 106. This feature of the device 100 is transparent across geography. That is, the feature is independent of the location of the lifestyle service providers 104. Tracking the buying patterns of the user and flashing advertisements based on the buying patterns of the user can boost sales for the lifestyle service providers 104. Additionally, this can make shopping convenient and efficient for the user.

The device 100 can use the audio module 146 to convey to the user the information received from the network 102 and/or the lifestyle service providers 104 instead of or in addition to displaying the information using the module 144. For example, when the user enters a fast-food restaurant 110, a favorite meal of the user based on past orders placed by the user in that restaurant may be announced using the audio module 146 instead of or in addition to being displayed on the display module 144.

Additionally, the user can use the audio module 146 to input information in to the device 100 by using voice commands. For example, the user may simply say "yes" in response to a voice prompt for a lifestyle service received from a lifestyle service provider 104 instead of selecting "yes" from the menu on the display module 144 using the keypad module 142. When the user says "yes," the device 100 transmits an order for the lifestyle service, and the order is ready for pickup at the point of sale.

The device 100 comprises a search engine software. The search engine utilizes meta-keys based on profiles that are cached. The search engine can be used to locate a lifestyle service such as a meal or a beverage that closely matches a preferred choice of the user. The context used for search can be a type of network (e.g., one of the networks 102), a lifestyle service provider 104, and past preferences of the user for a lifestyle service (e.g., a type of a meal or a beverage) provided by a lifestyle service provider 104.

The context-sensitive search capability of the device 100 can be very useful when the user is traveling in a foreign country. For example, the user may desire a preferred lifestyle service that is available in the home area but unavailable in the foreign country. The search engine can be used to locate a lifestyle service provider in the area that provides a lifestyle service that closely matches the preferred choice of the user.

Additionally, the device 100 can be used to monitor/track events. Information about the events can be streamed on the display module 144. For example, the user can pre-configure the device 100 to monitor performance of stocks, internet-based auctions, sportspersons, sporting teams, etc., that are of

interest to the user. The device 100 can display stock prices, auction prices, scores of sportspersons and/or sporting teams, etc., on the display module 144. The user can trade stocks and trade items at auctions using the keypad module 142 when the display module 144 shows a desired price.

The device 100 can be used to convert devices 116 that do not have wireless communication capability into devices that are capable of communicating with wireless networks 102. The device 100 communicates with the devices 116 using the interfaces in the host interface module 160, and the devices 116, in turn, communicate with the networks 102 using the wireless interface of the device 100. For example, the device 100 can use the USB module 166 to communicate with a camera 118 equipped with a USB interface, and the camera 118 can communicate with the networks 102 using the wireless communication module 150 of the device 100.

Similarly, using the Ethernet module 162, the device 100 can be plugged into an Ethernet port of a standalone PC 120 or a PC that is part of a wired LAN. The wireless communication module 150 of the device 100 enables the PC 120 to communicate with the networks 102. The authentication information stored in the memory module 130 automatically establishes the identity of the user on the PC 120 and enables the PC 120 to communicate with the networks 102. Thus, the device 100 can be used to transfer data between the devices 116 and the networks 102.

The identity-establishing feature of the device 100 can be useful in many other applications. For example, when the device 100 is plugged into a photo kiosk, the photo kiosk will automatically recognize the identity of the user based on the authentication information stored in the device 100 and will bring up the favorite photos of the user.

Additionally, the device 100 can be used as an active tag in a variety of RFID applications. For example, a user can simply walk through a security check-point. At that point, the device 100 will automatically transmit the biometric data of the user to a host/server of the security firm. The host/server can verify the biometric data and permit or decline access to the user. Similarly, the device 100 can be used to automatically make a credit card payment when the user exits a store after purchasing merchandise.

The user can also use the device 100 to chat with other users on the networks 102. The device 100 can automatically detect and display a "buddy list" or a list of users that are online on the networks 102. The user can select a person from the list using the keypad module 142 and chat with that person. Chat can be voice-based using the audio module 146. Alternately, the chat may be of instant messenger (IM) type.

Referring now to FIG. 3, an overview 200 of architecture of a computer program (software and/or firmware) utilized by the control module 170 is shown. The computer program may reside in the control module 170 and/or in the memory module 130. The control module 170 comprises a processor 171 that executes the computer program.

The computer program comprises a control program 172, a network program 173, a search engine 174, and one or more client services 178. The processor 171 executes the control program 172 to control the operation of the device 100. Specifically, the control program 172 manages handshaking, or exchange of commands and data, among the memory module 130, the user interface module 140, the wireless module 150, and the host interface module 160. The control program 172 processes information that is transmitted and received by the device 100.

The network program 173 enables the device 100 to communicate with the lifestyle service providers 104, the home WLAN 122, etc. The network program 173 comprises a

medium access control (MAC) layer **180** that interfaces the hardware layer (the modules **130**, **140**, **150**, **160**, and **170**) of the device **100** to a transport layer (layer **2**). The transport layer of the network program **173** comprises TCP/IP **182**, a user datagram protocol (UDP) and a real time protocol (RTP) **184**, etc.

An application layer of the network program **173** comprises supplicants **186**. The supplicants **186** request access to LAN services of remote hosts/servers **210** of the networks **102** and the lifestyle service providers **104**. The supplicants **186** also respond to requests from remote hosts/servers **210** of the networks **102** and the lifestyle service providers **104**.

The client services **174** are provided by providers of the networks **102** and the lifestyle service providers **104**. The client services **174** enable the device **100** to communicate with remote hosts/servers **210** of the networks **102** and the lifestyle services providers **104**.

The remote hosts/servers **210** comprise computer programs that receive data transmitted by the device **100** and transmit data to the device **100**. Specifically, the computer programs that run on the remote hosts/servers **210** perform tasks such as verifying authentication information of the user of the device **100**, process orders placed by the user, transmit advertisements to the user, etc.

The search engine **176** performs on demand, context-specific searches such as locating a lifestyle service in a foreign country. The search engine **176** uses user profiles or logs stored in the memory module **130** to perform the searches.

Referring now to FIG. **4**, an exemplary method **300** for operating a personal lifestyle device **100** in an exemplary environment begins in step **302**. The device **100** determines in step **304** if the device **100** is sensing a network. If not, the method **300** returns to step **302**. Upon sensing a network, the device **100** determines in step **305** whether the user (owner of the device **100**) has subscribed to the network. If not, the method **300** returns to step **302**. Otherwise, the device **100** automatically transmits login information of the user to a remote host **210** of the network in step **306**. The remote host **210** verifies the login information and transmits a message to the device **100** indicating whether the login succeeded. Based on the message, the device **100** determines in step **308** if the login succeeded. If the login failed, the method returns to step **302**.

If the login succeeded, the device **100** determines in step **310** if the device **100** logged into a remote host **210** of a wireless local area network (WLAN) **102** or a remote host **210** of a lifestyle service provider **104**. If logged into a WLAN **102**, the user accesses the WLAN **102** in step **312** and can perform functions associated with distributed communications systems such as the Internet. For example, the user can perform activities such as sending instant messages, accessing e-mail, trading stocks, searching for a lifestyle service provider, and/or other activities. The user determines in step **316** whether to perform additional activities on the WLAN **102**. If so, step **312** is repeated. Else, the method **300** returns to step **302**.

Instead, if the user is **100** is logged into a remote host **210** of a lifestyle service provider **104**, the device **100** automatically receives a request from the remote host **210** to transmit a user profile in step **318**. The device **100** automatically responds to the request by transmitting a user profile in step **320**. In step **322**, the device **100** automatically receives a suggestion from the remote host **210** for a lifestyle service provided by the lifestyle service provider **104** in step **322**.

The user determines in step **324** whether the suggestion is an advertisement or is a prompt to purchase a preferred service. The user may read and/or disregard the suggestion if the

suggestion is an advertisement, and the method returns to step **302**. If the suggestion is for a preferred service, the user may decide in step **326** whether to purchase the service.

If the user decides not to purchase the suggested service, the method returns to step **302**. If the user orders the service, the device **100** transmits an order to the remote host **210** in step **326**. The remote host processes the order by attempting to transfer appropriate funds from a preauthorized bank account of the user. The remote host **210** transmits a message to the device **100** indicating whether the order is successfully processed. Additionally, the remote host **210** places the order at a point-of-sale where the device **100** is located if the order is successfully processed. Based on the message received by the device **100**, the user determines in step **328** whether the order may be ready for pickup. If not, the method returns to step **302**. Otherwise, the user may pick up the order in step **330**, and the method returns to step **302**.

Referring now to FIGS. **5A-5B**, some exemplary implementations of the present invention are shown. Referring now to FIG. **5A**, the present invention can be implemented in a cellular phone **450** that may include a cellular antenna **451**. The present invention may be implemented in either or both signal processing and/or control circuits, which are generally identified in FIG. **5A** at **452**, a WLAN interface, mass data storage of the cellular phone **450** and/or a power supply **453**. In some implementations, the cellular phone **450** includes a microphone **456**, an audio output **458** such as a speaker and/or audio output jack, a display **460** and/or an input device **462** such as a keypad, pointing device, voice actuation and/or other input device. The signal processing and/or control circuits **452** and/or other circuits (not shown) in the cellular phone **450** may process data, perform coding and/or encryption, perform calculations, format data and/or perform other cellular phone functions.

The cellular phone **450** may communicate with mass data storage **464** that stores data in a nonvolatile manner such as optical and/or magnetic storage devices for example hard disk drives HDD and/or DVDs. The HDD may be a mini HDD that includes one or more platters having a diameter that is smaller than approximately 1.8". The cellular phone **450** may be connected to memory **466** such as RAM, ROM, low latency nonvolatile memory such as flash memory and/or other suitable electronic data storage. The cellular phone **450** also may support connections with a WLAN via a WLAN network interface **468**.

Referring now to FIG. **5B**, the present invention can be implemented in a media player **500**. The present invention may be implemented in either or both signal processing and/or control circuits, which are generally identified in FIG. **5B** at **504**, a WLAN interface, mass data storage of the media player **500** and/or a power supply **503**. In some implementations, the media player **500** includes a display **507** and/or a user input **508** such as a keypad, touchpad and the like. In some implementations, the media player **500** may employ a graphical user interface (GUI) that typically employs menus, drop down menus, icons and/or a point-and-click interface via the display **507** and/or user input **508**. The media player **500** further includes an audio output **509** such as a speaker and/or audio output jack. The signal processing and/or control circuits **504** and/or other circuits (not shown) of the media player **500** may process data, perform coding and/or encryption, perform calculations, format data and/or perform any other media player function.

The media player **500** may communicate with mass data storage **510** that stores data such as compressed audio and/or video content in a nonvolatile manner. In some implementa-

tions, the compressed audio files include files that are compliant with MP3 format or other suitable compressed audio and/or video formats. The mass data storage may include optical and/or magnetic storage devices for example hard disk drives HDD and/or DVDs. The HDD may be a mini HDD that includes one or more platters having a diameter that is smaller than approximately 1.8". The media player **500** may be connected to memory **514** such as RAM, ROM, low latency nonvolatile memory such as flash memory and/or other suitable electronic data storage. The media player **500** also may support connections with a WLAN via a WLAN network interface **516**. Still other implementations in addition to those described above are contemplated.

Those skilled in the art can now appreciate from the foregoing description that the broad teachings of the present invention can be implemented in a variety of forms. Therefore, while this invention has been described in connection with particular examples thereof, the true scope of the invention should not be so limited since other modifications will become apparent to the skilled practitioner upon a study of the drawings, the specification and the following claims.

What is claimed is:

1. A wireless device comprising:
 - memory configured to store authentication information in the wireless device, wherein the authentication information is used to authorize communication between the wireless device and a service provider; and
 - a control module configured to
 - establish communication between the wireless device and the service provider using the authentication information, and
 - advertise, on the wireless device, context-specific information about a service associated with the service provider based on at least one of (i) an ambient temperature, (ii) a body temperature of a user of the wireless device, and (iii) a heart rate of the user.
2. The wireless device of claim 1, further comprising a sensing module configured to sense at least one of (i) the ambient temperature, (ii) the body temperature of the user, and (iii) the heart rate of the user.
3. The wireless device of claim 1, wherein the control module is further configured to receive a message from the service provider, wherein the message includes information about the service.
4. The wireless device of claim 1, wherein the memory is further configured to store a profile comprising services provided by the service provider, the wireless device further comprising a search engine configured to:
 - use the profile to search service providers, and
 - for each service, locate the service provider that provides the service.
5. The wireless device of claim 1, further comprising:
 - a wireless interface configured to interface the wireless device to a wireless network; and
 - a non-wireless interface configured to interface the wireless device to a device having the non-wireless interface.
6. A system comprising:
 - the wireless device of claim 5; and
 - the device,
 wherein the device communicates with the wireless network via the wireless device.
7. The wireless device of claim 1, further comprising:
 - a biometrics module configured to sense biometric data of a user of the wireless device,
 - wherein the wireless device communicates with a radio frequency identification system based on the biometric data.

8. The wireless device of claim 1, further comprising:
 - a display module configured to display first data received by the wireless device from at least one of a wireless network and the service provider; and
 - a keypad configured to allow a user of the wireless device to input second data in response to the first data displayed on the display module,
 wherein the control module is further configured to transmit an order for the service from the wireless device to the service provider in response to the second data input by the user via the keypad.
9. The wireless device of claim 1, further comprising:
 - a speaker configured to generate sound waves based on data received by the wireless device from at least one of a wireless network and the service provider; and
 - a keypad configured to allow a user of the wireless device to input data in response to the sound waves generated by the speaker,
 wherein the control module is further configured to transmit an order for the service from the wireless device to the service provider in response to the data input by the user via the keypad.
10. The wireless device of claim 1, further comprising:
 - a microphone configured to receive sound waves and to generate an output based on the sound waves,
 - wherein the control module is further configured to transmit an order for the service from the wireless device to the service provider in response to the output generated by the microphone.
11. A method for advertising a service on a wireless device, the method comprising:
 - storing authentication information in the wireless device;
 - using the authentication information to establish communication between the wireless device and a service provider; and
 - subsequent to the communication being established between the wireless device and the service provider, advertising, on the wireless device, context-specific information about a service associated with the service provider based on at least one of (i) an ambient temperature, (ii) a body temperature of a user of the wireless device, and (iii) a heart rate of the user.
12. The method of claim 11, further comprising sensing at least one of (i) the ambient temperature, (ii) the body temperature of the user, and (iii) the heart rate of the user using a sensing module of the wireless device.
13. The method of claim 11, further comprising receiving a message from the service provider, wherein the message includes information about the service.
14. The method of claim 11, further comprising:
 - storing, in the wireless device, a profile comprising services ordered from the service provider;
 - searching service providers using the profile; and
 - for each service, locating the service provider that provides the service.
15. The method of claim 11, further comprising:
 - communicating with a wireless network using a wireless interface of the wireless device; and
 - communicating, using a non-wireless interface of the wireless device, with a device having the non-wireless interface.
16. The method of claim 15, further comprising allowing the device having the non-wireless interface to communicate with the wireless network via the wireless interface of the wireless device.

11

17. The method of claim 11, further comprising:
 sensing biometric data of a user of the wireless device
 using a biometrics module of the wireless device; and
 communicating with a radio frequency identification sys- 5
 tem based on the biometric data.

18. The method of claim 11, further comprising:
 displaying, on a display module of the wireless device, first
 data received by the wireless device from at least one of 10
 a wireless network and the service provider;
 in response to the first data displayed on the display mod-
 ule, allowing a user of the wireless device to input sec-
 ond data via a keypad of the wireless device; and
 in response to the second data having been input by the user 15
 via the keypad, transmitting an order for the service from
 the wireless device to the service provider.

12

19. The method of claim 11, further comprising:
 generating audible sound waves via a speaker of the wire-
 less device based on data received by the wireless device
 from at least one of a wireless network and the service
 provider;
 in response to the sound waves generated by the speaker,
 allowing a user of the wireless device to input data via a
 keypad of the wireless device; and
 in response to the data having been input by the user via the
 keypad, transmitting an order for the service from the
 wireless device to the service provider.

20. The method of claim 11, further comprising:
 receiving sound waves via a microphone of the wireless
 device;
 generating an output based on the sound waves; and
 in response to the output generated by the microphone,
 transmitting an order for the service from the wireless
 device to the service provider.

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